

Marin County, CA

Workforce Alliance of the North Bay



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Report Parameters

1 County

6041 Marin County, CA

Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical area.

Economy Overview

256,126

Population (2023)

Population decreased by 3,965 over the last 5 years and is projected to decrease by 215 over the next 5 years.

133,088

Total Regional Employment

Jobs decreased by 8,693 over the last 5 years but are projected to grow by 4,260 over the next 5 years.

\$131.0K

Median Household Income (2021)

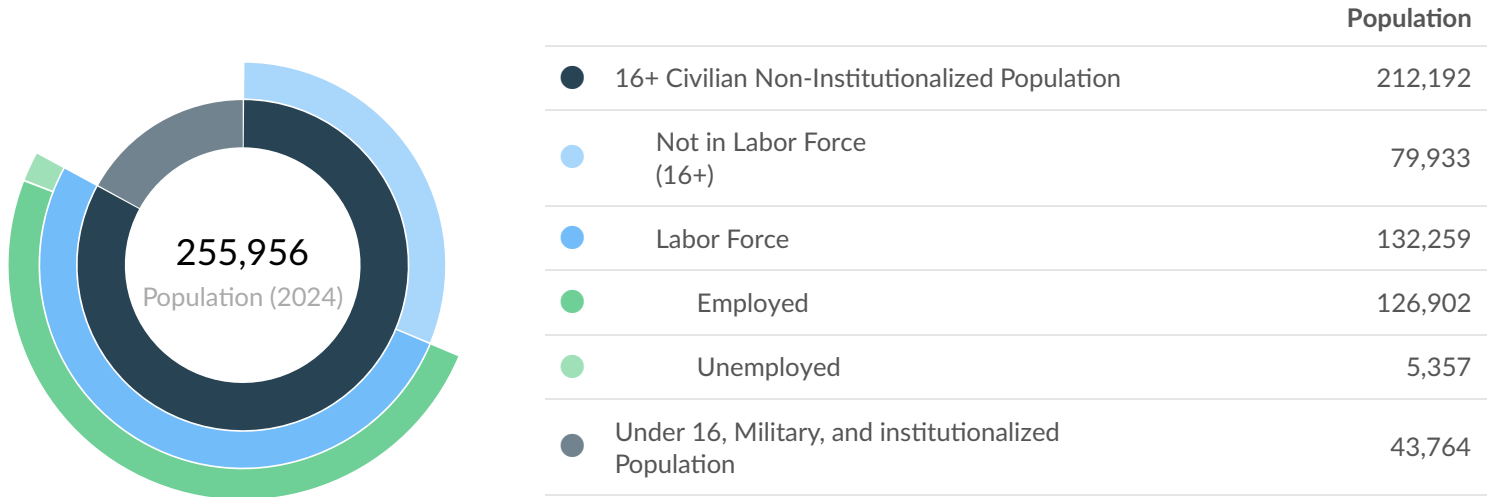
Median household income is \$62.0K above the national median household income of \$69.0K.

Takeaways

- As of 2023 the region's population declined by 1.5% since 2018, falling by 3,965. Population is expected to decrease by 0.1% between 2023 and 2028, losing 215.
- From 2018 to 2023, jobs declined by 6.1% in Marin County, CA from 141,780 to 133,088. This change fell short of the national growth rate of 3.6% by 9.7%. As the number of jobs declined, the labor force participation rate decreased from 65.9% to 61.7% between 2018 and 2023.
- Concerning educational attainment, 34.4% of Marin County, CA residents possess a Bachelor's Degree (13.3% above the national average), and 6.6% hold an Associate's Degree (2.3% below the national average).
- The top three industries in 2023 are Restaurants and Other Eating Places, Education and Hospitals (Local Government), and Private Households.

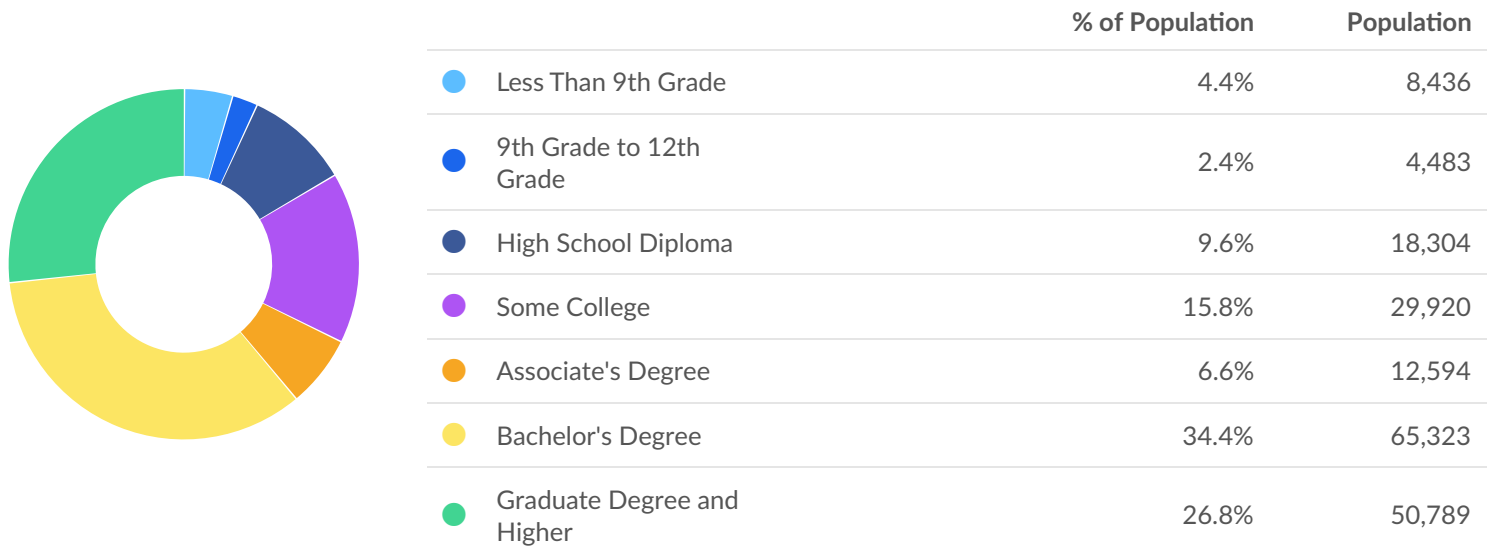
	Population (2024)	Labor Force (Jan 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	255,956	132,259	133,088	163.0	\$27.55B	\$30.19B	\$21.65B
State	38,761,774	19,344,189	20,494,638	134.9	\$3.54T	\$1.80T	\$2.54T

Jan 2024 Labor Force Breakdown



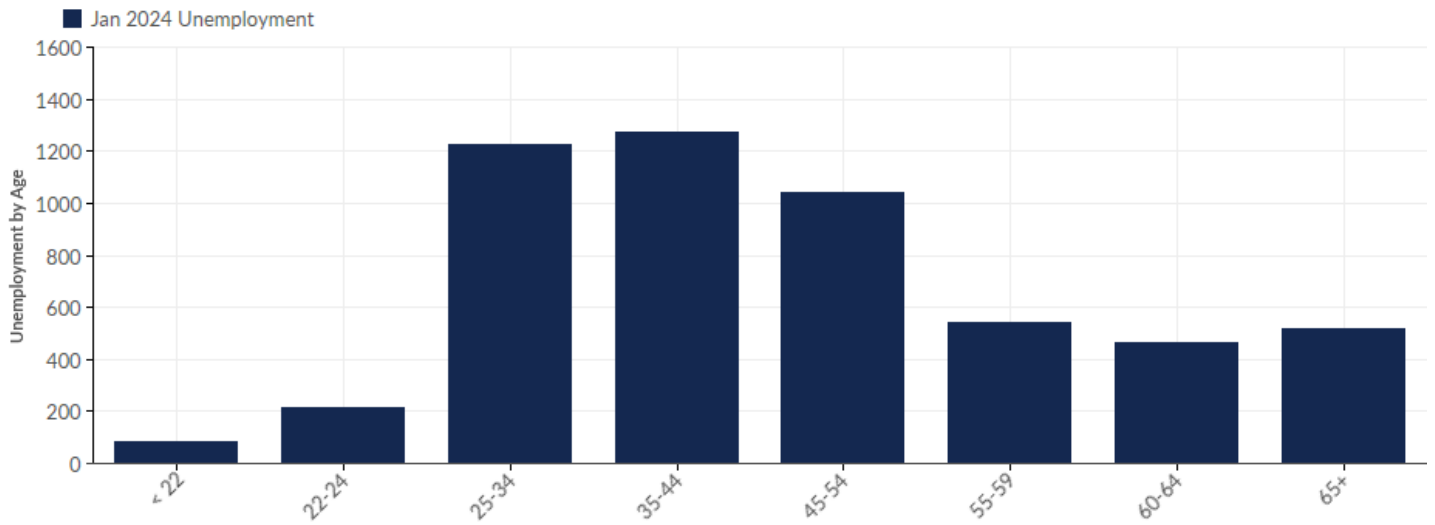
Educational Attainment

Concerning educational attainment, **34.4% of Marin County, CA residents possess a Bachelor's Degree** (13.3% above the national average), and **6.6% hold an Associate's Degree** (2.3% below the national average).



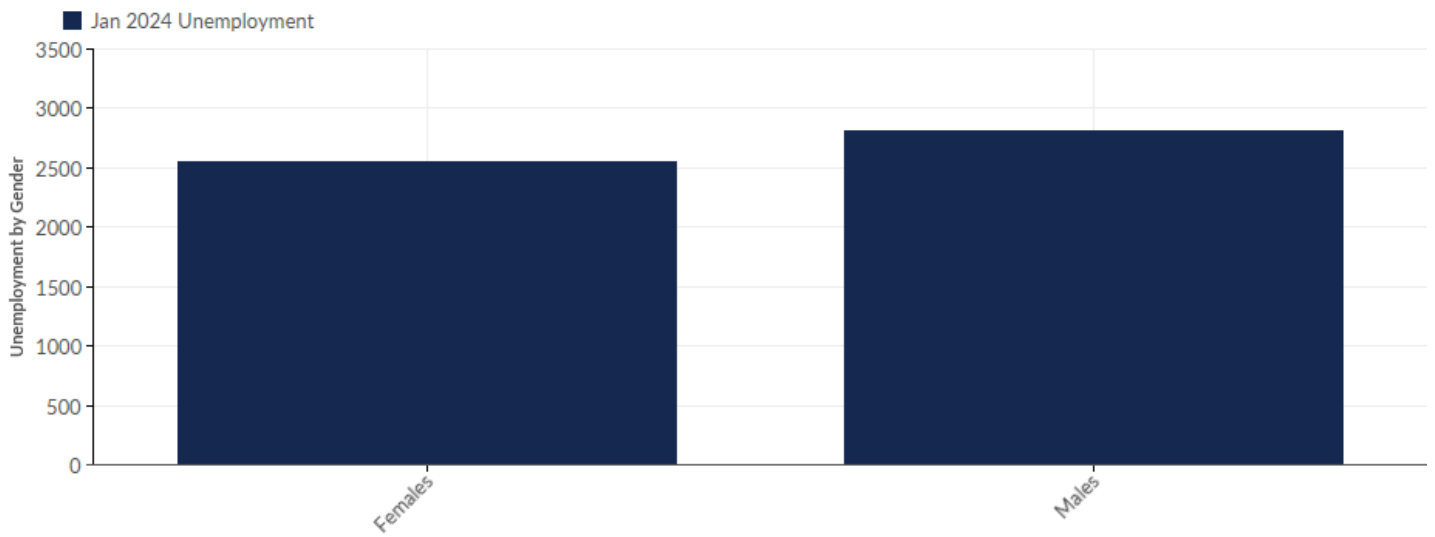
Unemployment by Demographics

Unemployment by Age



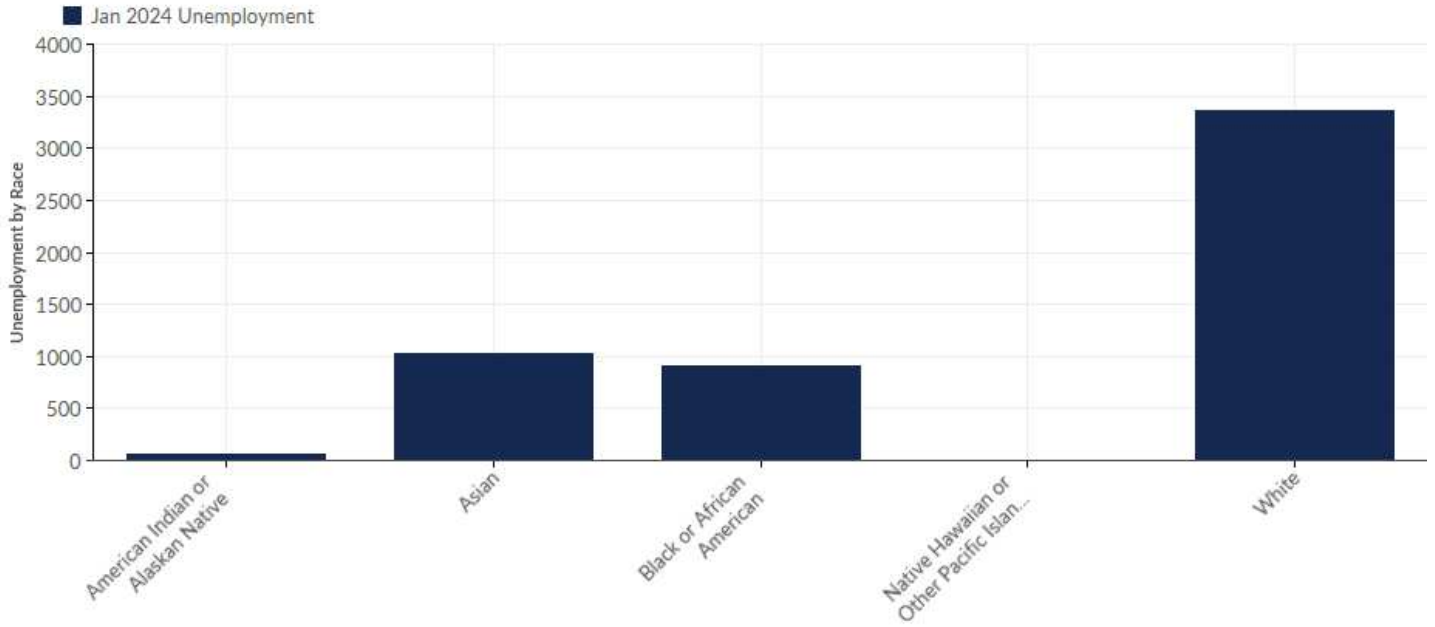
Age	Unemployment (Jan 2024)	% of Unemployed
< 22	82	1.53%
22-24	215	4.01%
25-34	1,227	22.90%
35-44	1,272	23.74%
45-54	1,041	19.43%
55-59	542	10.12%
60-64	462	8.62%
65+	515	9.61%
Total	5,357	100.00%

Unemployment by Gender



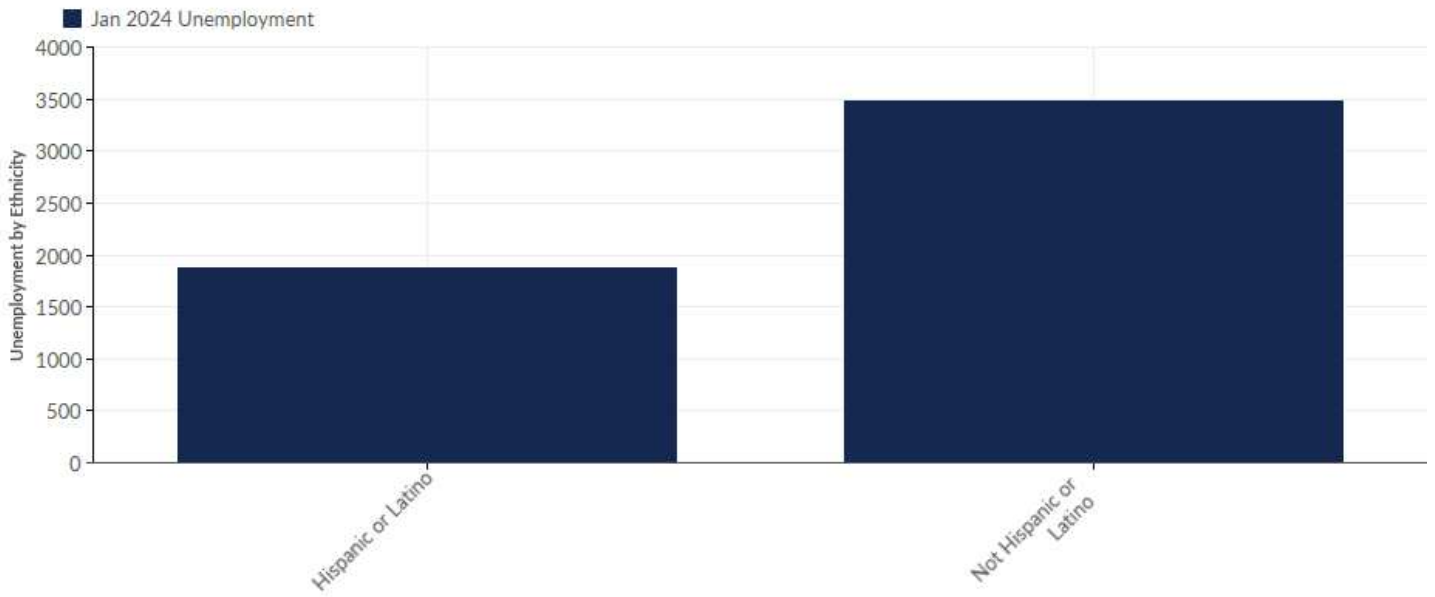
Gender	Unemployment (Jan 2024)	% of Unemployed
Females	2,546	47.53%
Males	2,811	52.47%
Total	5,357	100.00%

Unemployment by Race



Race	Unemployment (Jan 2024)	% of Unemployed
American Indian or Alaskan Native	64	1.19%
Asian	1,026	19.15%
Black or African American	905	16.89%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	3,362	62.76%
Total	5,357	100.00%

Unemployment by Ethnicity

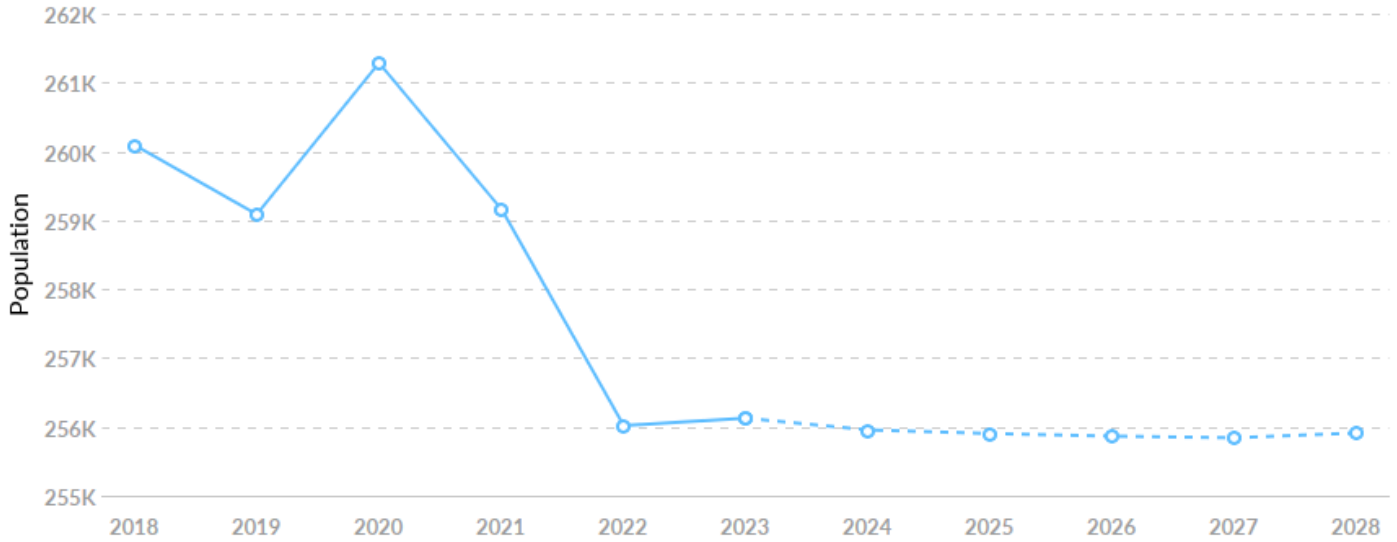


Ethnicity	Unemployment (Jan 2024)	% of Unemployed
Hispanic or Latino	1,874	34.98%
Not Hispanic or Latino	3,483	65.02%
Total	5,357	100.00%

Historic & Projected Trends

Population Trends

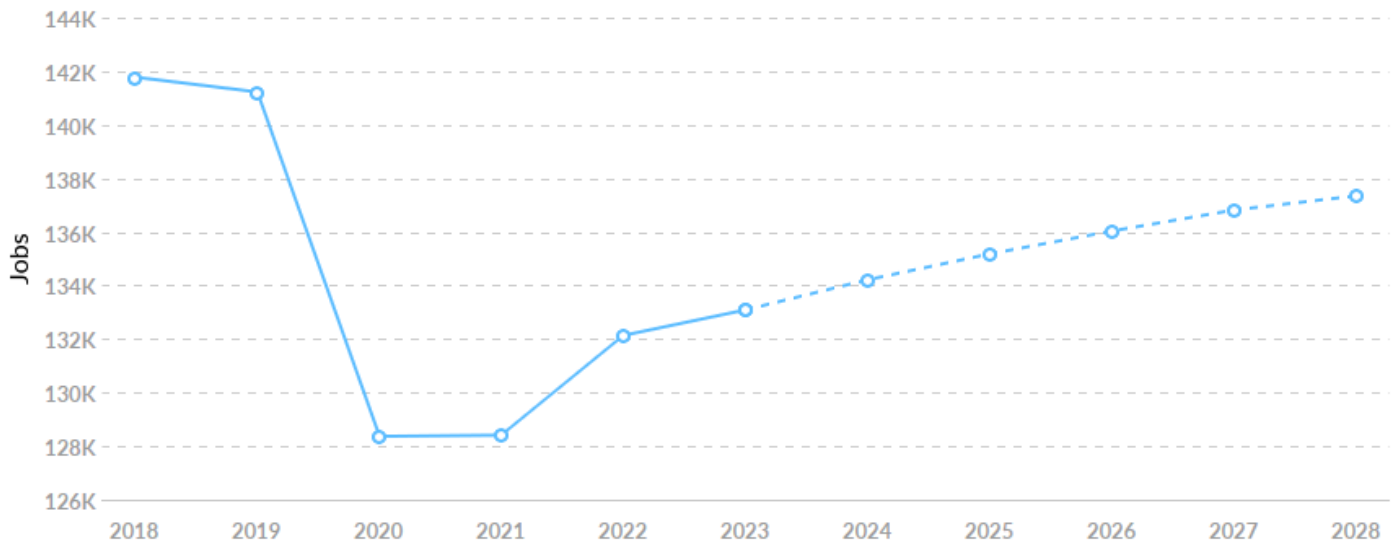
As of 2023 the region's population **declined by 1.5%** since 2018, falling by 3,965. Population is expected to **decrease by 0.1%** between 2023 and 2028, losing 215.



Timeframe	Population
2018	260,091
2019	259,085
2020	261,282
2021	259,162
2022	256,018
2023	256,126
2024	255,956
2025	255,903
2026	255,865
2027	255,841
2028	255,911

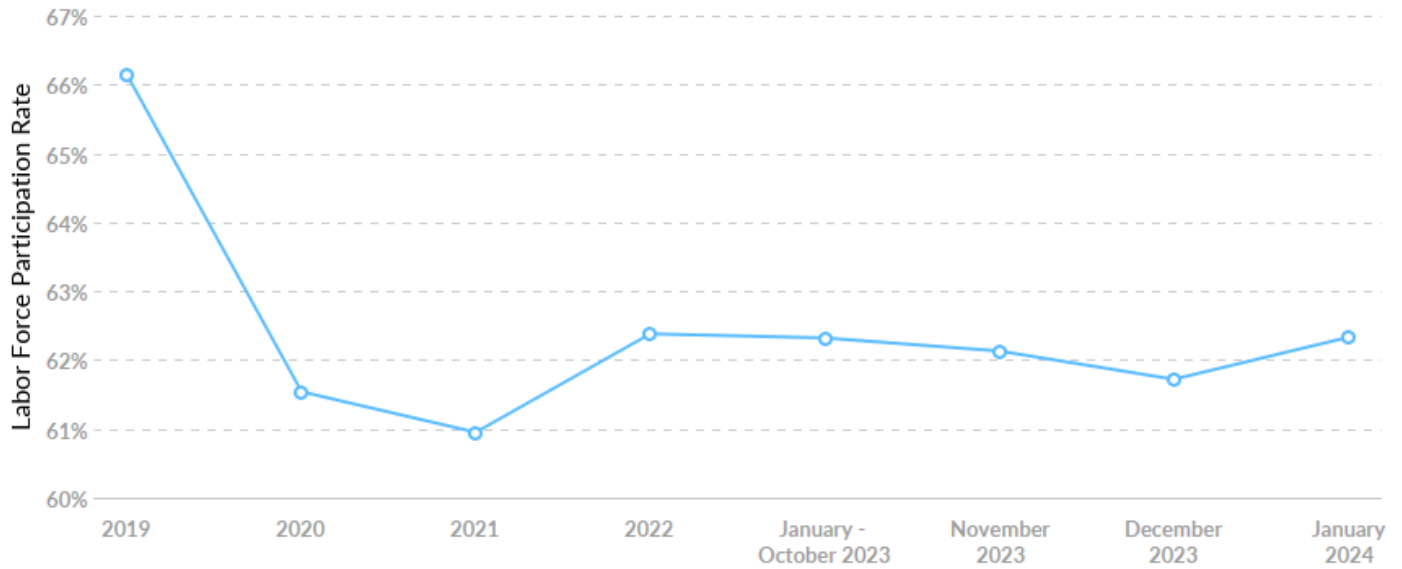
Job Trends

From 2018 to 2023, jobs declined by 6.1% in Marin County, CA from 141,780 to 133,088. This change fell short of the national growth rate of 3.6% by 9.7%.



Timeframe	Jobs
2018	141,780
2019	141,228
2020	128,367
2021	128,411
2022	132,134
2023	133,088
2024	134,213
2025	135,179
2026	136,033
2027	136,818
2028	137,347

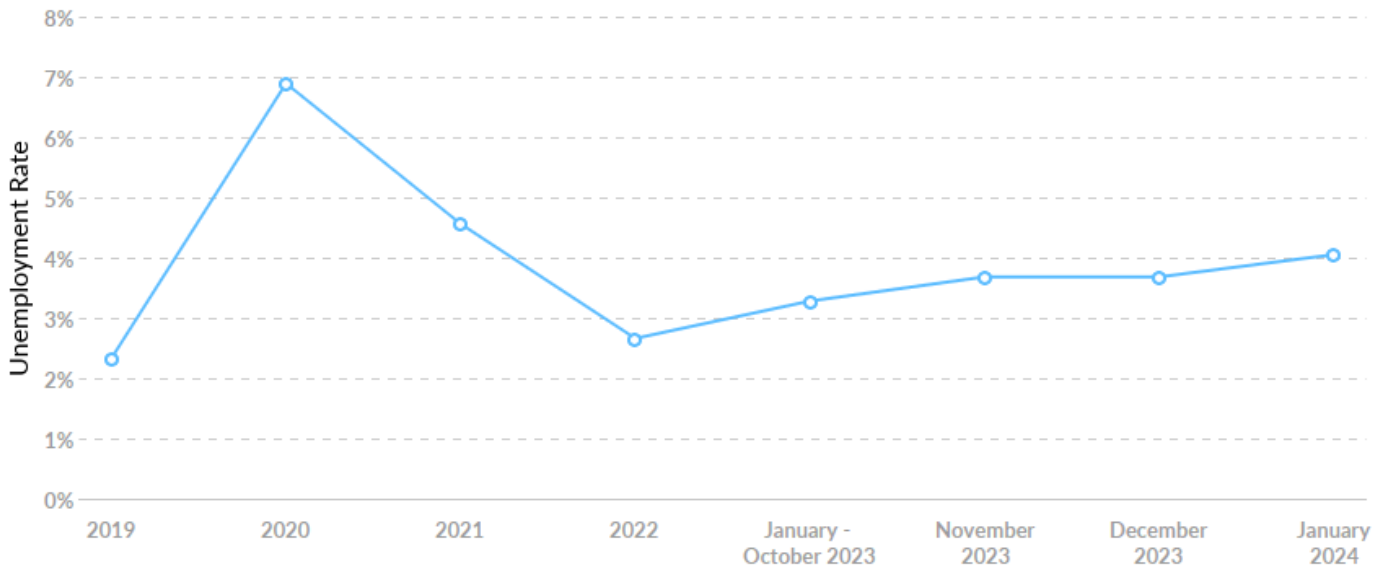
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	66.14%
2020	61.54%
2021	60.95%
2022	62.38%
January - October 2023	62.32%
November 2023	62.13%
December 2023	61.72%
January 2024	62.33%

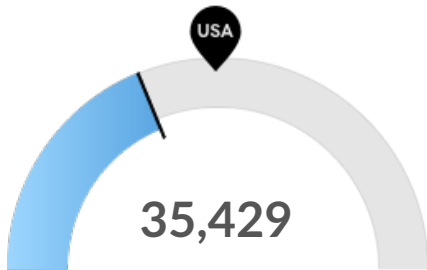
Unemployment Rate Trends

Marin County, CA had a January 2024 unemployment rate of 4.05%, **increasing from 2.33%** 5 years before.



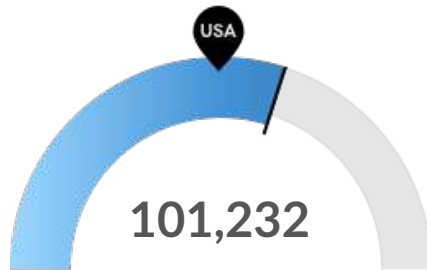
Timeframe	Unemployment Rate
2019	2.33%
2020	6.89%
2021	4.56%
2022	2.66%
January - October 2023	3.28%
November 2023	3.68%
December 2023	3.68%
January 2024	4.05%

Population Characteristics



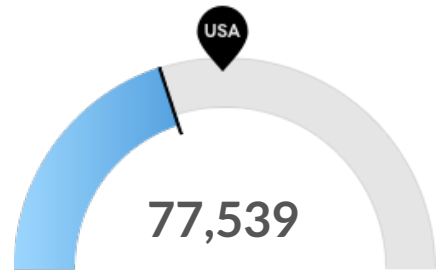
Millennials

Marin County, CA has 35,429 millennials (ages 25-39). The national average for an area this size is 52,058.



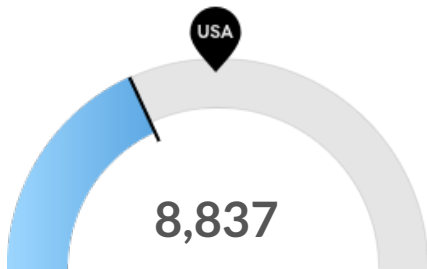
Retiring Soon

Retirement risk is high in Marin County, CA. The national average for an area this size is 76,724 people 55 or older, while there are 101,232 here.



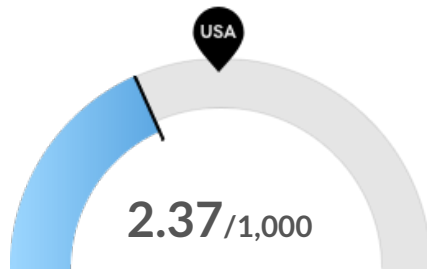
Racial Diversity

Racial diversity is low in Marin County, CA. The national average for an area this size is 105,285 racially diverse people, while there are 77,539 here.



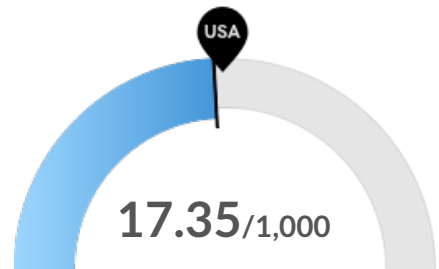
Veterans

Marin County, CA has 8,837 veterans. The national average for an area this size is 13,606.



Violent Crime

Marin County, CA has 2.37 violent crimes per 1,000 people. The national rate is 3.6 per 1,000 people.

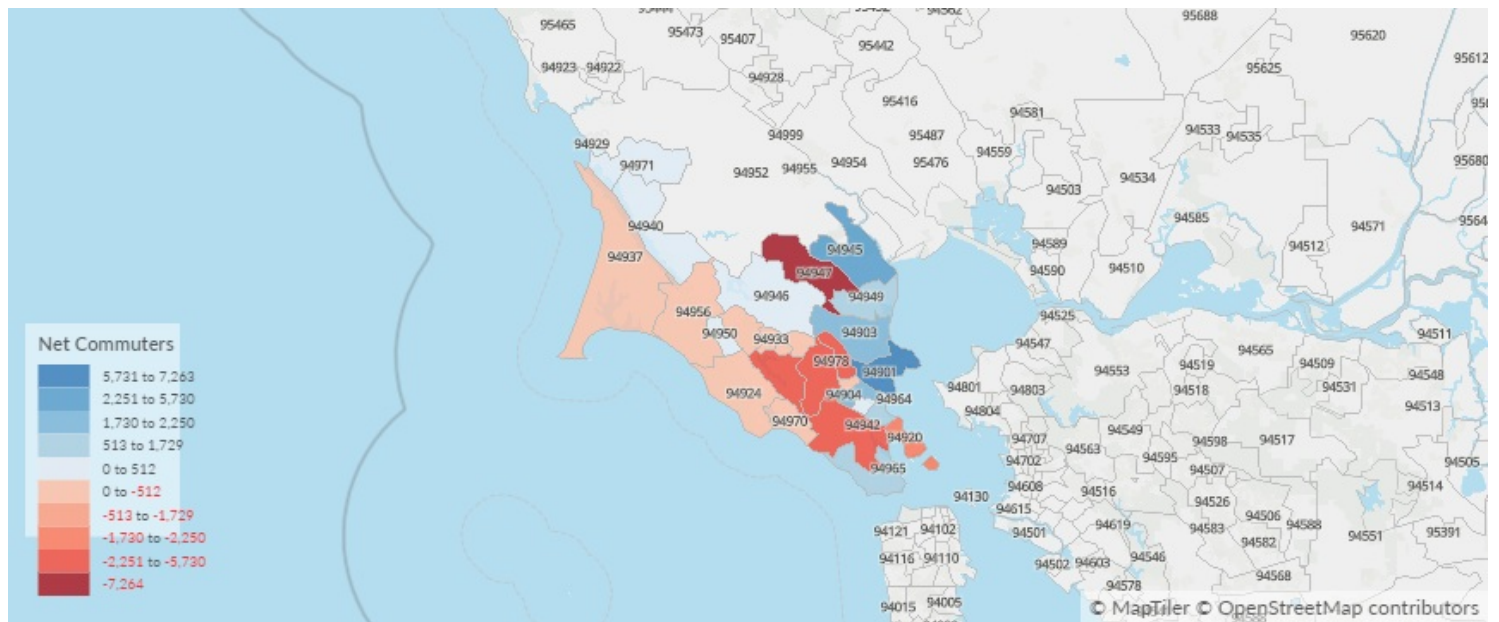


Property Crime

Marin County, CA has 17.35 property crimes per 1,000 people. The national rate is 18.22 per 1,000 people.

Place of Work vs Place of Residence

Understanding where talent in Marin County, CA currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

ZIP	Name	2023 Employment
94901	San Rafael, CA (in Marin...	27,197
94903	San Rafael, CA (in Marin...	18,460
94945	Novato, CA (in Marin co...	12,965
94941	Mill Valley, CA (in Marin...	12,961
94949	Novato, CA (in Marin co...	11,395

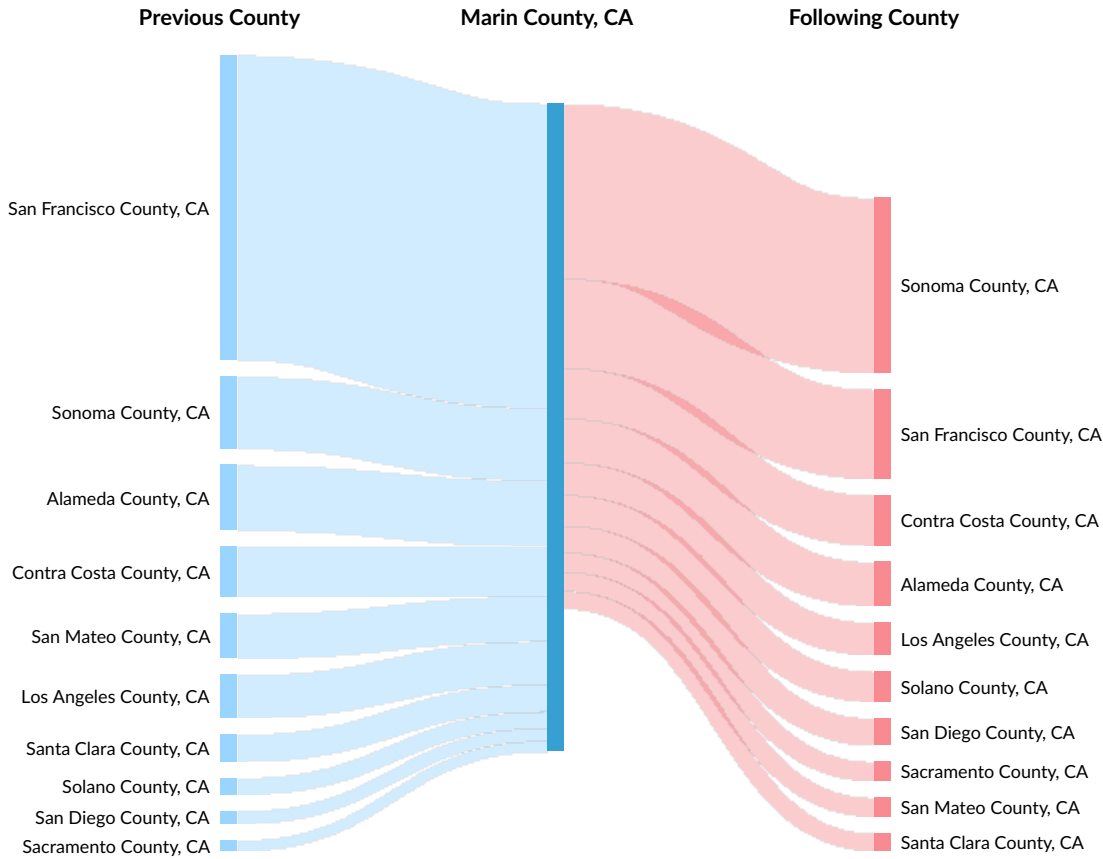
Where Talent Lives

ZIP	Name	2023 Workers
94901	San Rafael, CA (in Marin...	21,466
94903	San Rafael, CA (in Marin...	16,730
94941	Mill Valley, CA (in Marin...	15,539
94947	Novato, CA (in Marin co...	13,586
94949	Novato, CA (in Marin co...	10,524

Inbound and Outbound Migration

The table below analyzes past and current residents of Marin County, CA. The left column shows residents of other counties migrating to Marin County, CA. The right column shows residents migrating from Marin County, CA to other counties.

As of 2021, 3,545 people have migrated from San Francisco County, CA to Marin County, CA. In the same year, 2,036 people left Marin County, CA migrating to Sonoma County, CA. The total Net Migration for Marin County, CA in 2021 was -1,761.

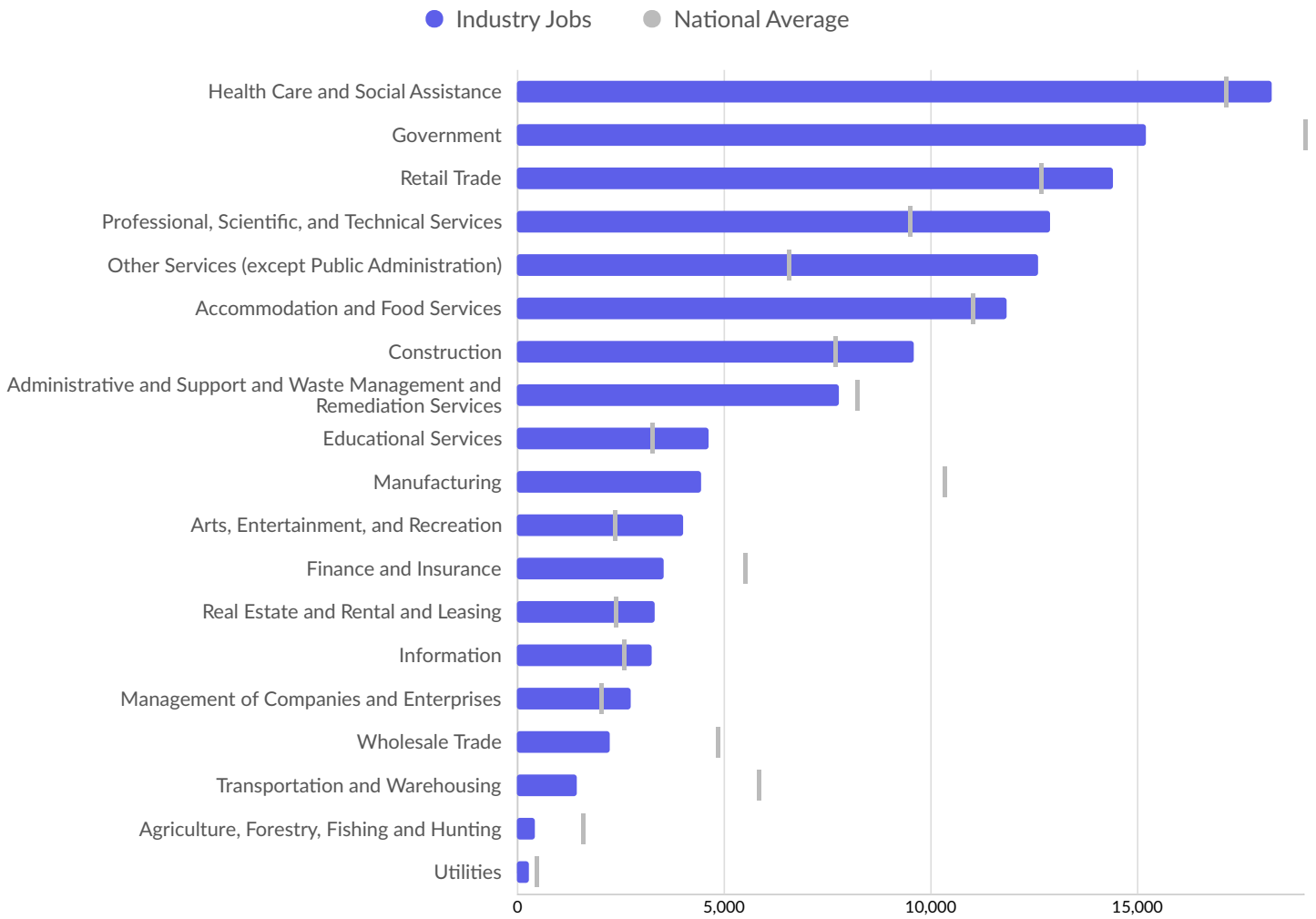


Top Previous Counties	Migrations
San Francisco County, CA	3,545
Sonoma County, CA	839
Alameda County, CA	759
Contra Costa County, CA	586
San Mateo County, CA	521
Los Angeles County, CA	501

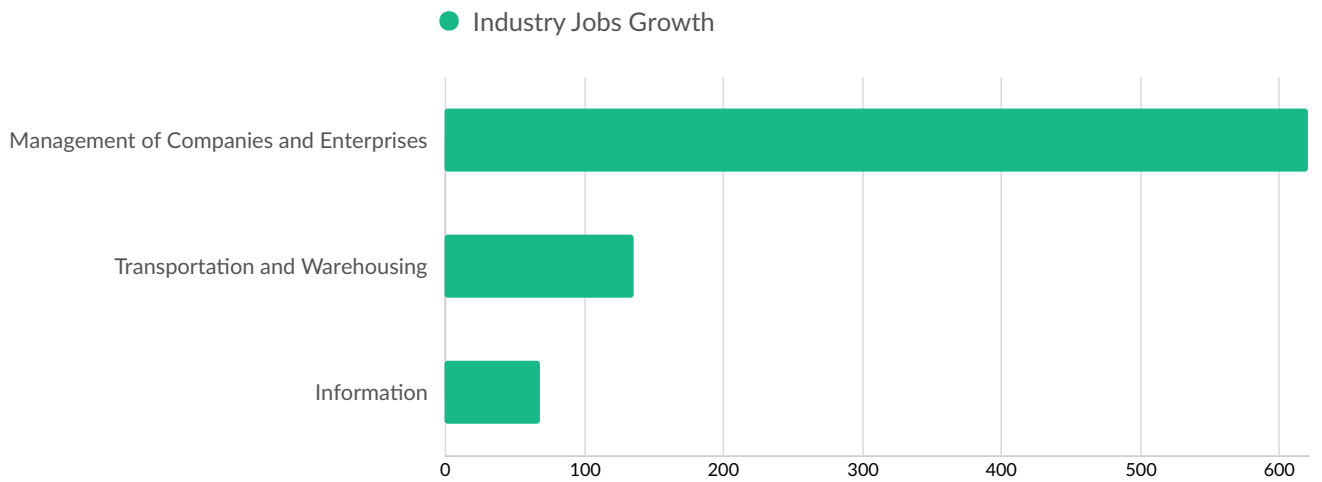
Top Previous Counties	Migrations
Santa Clara County, CA	315
Solano County, CA	193
San Diego County, CA	148
Sacramento County, CA	126
New York County, NY	125
Orange County, CA	91
Cook County, IL	84
Napa County, CA	83
King County, WA	74
Top Following Counties	Migrations
Sonoma County, CA	2,036
San Francisco County, CA	1,041
Contra Costa County, CA	584
Alameda County, CA	513
Los Angeles County, CA	377
Solano County, CA	355
San Diego County, CA	313
Sacramento County, CA	226
San Mateo County, CA	222
Santa Clara County, CA	207
Napa County, CA	180
Placer County, CA	178
Orange County, CA	153
Maricopa County, AZ	151
King County, WA	144

Industry Characteristics

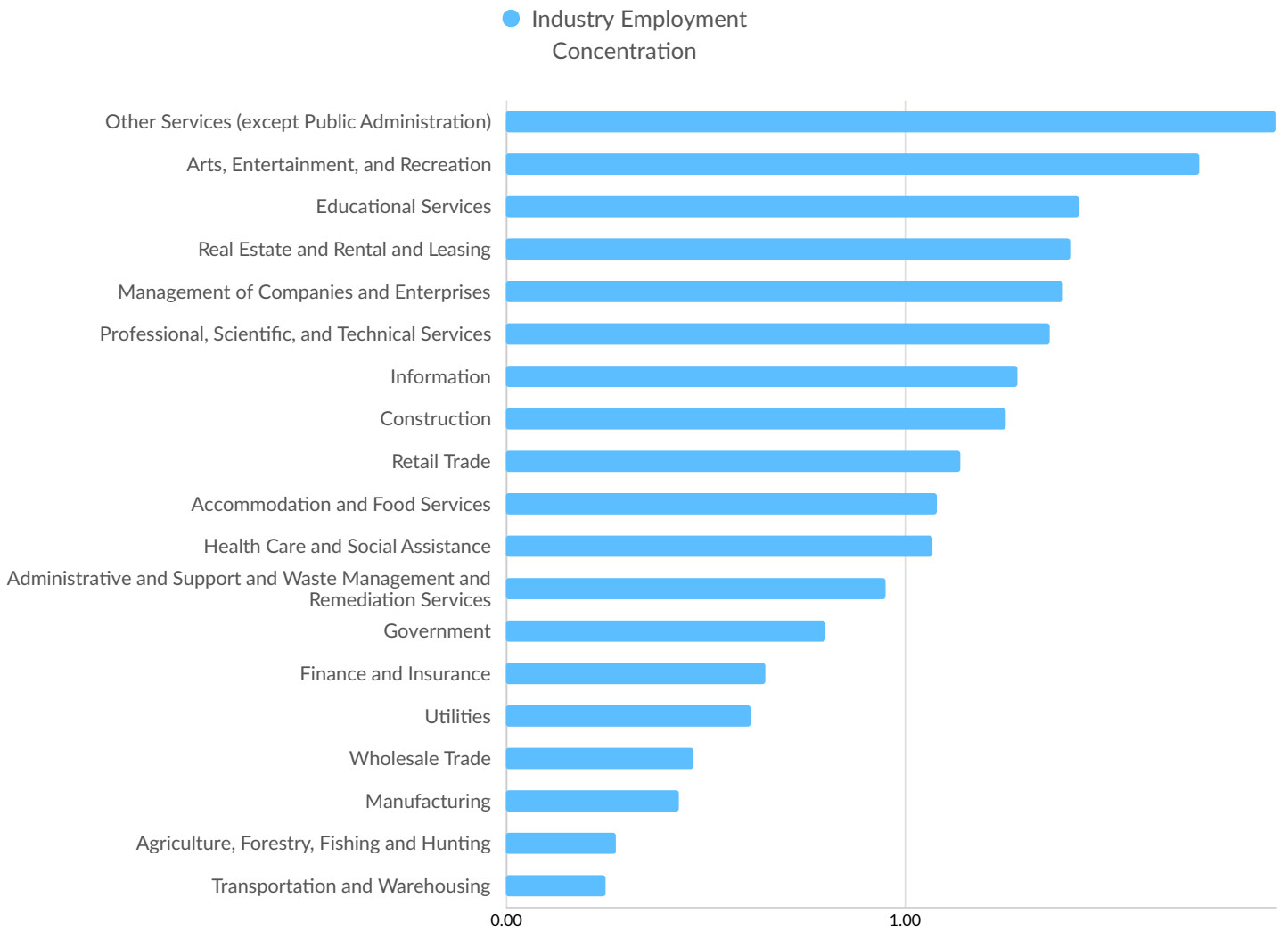
Largest Industries



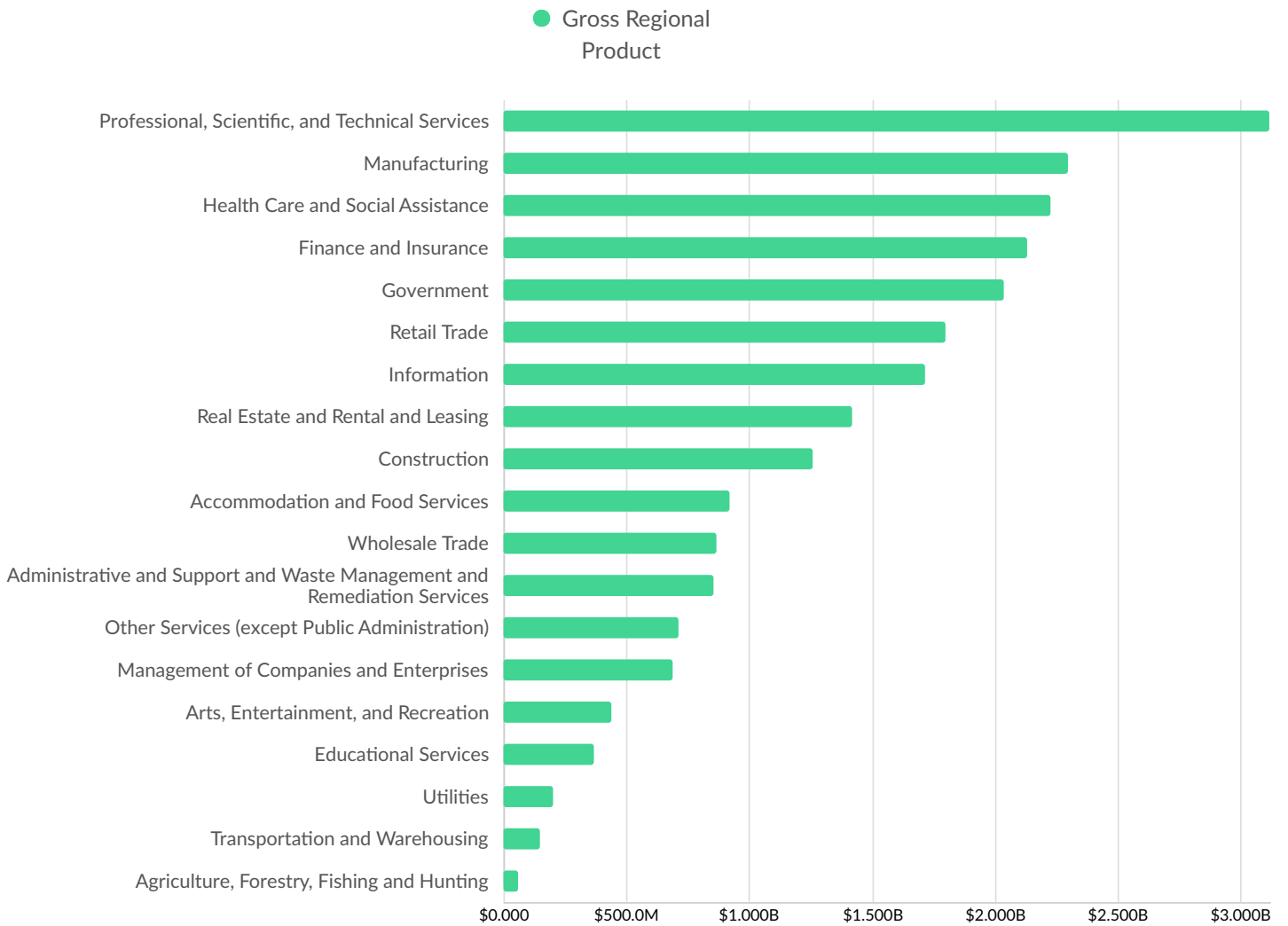
Top Growing Industries



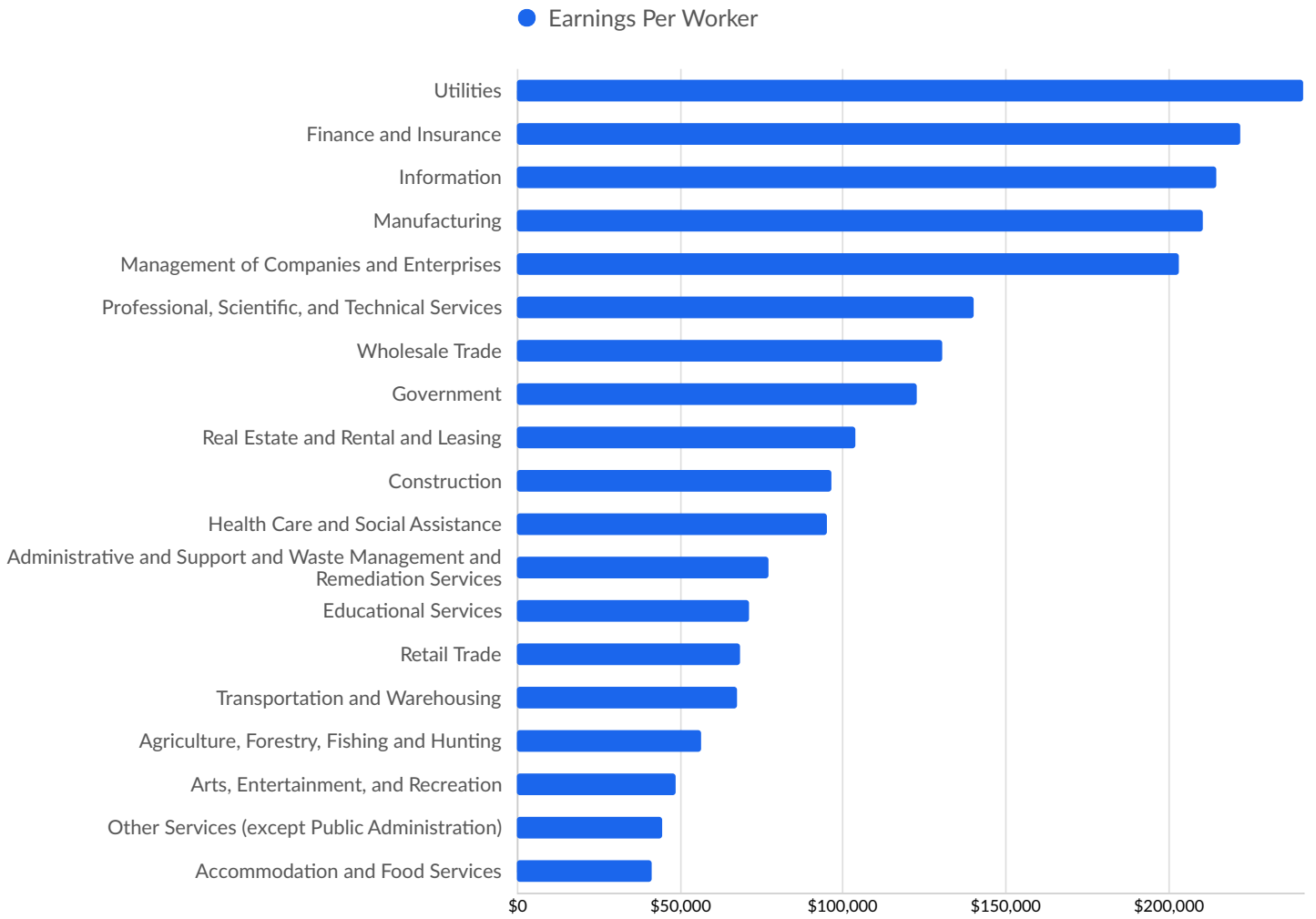
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



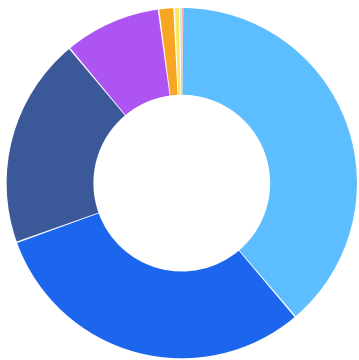
Business Characteristics

45,482 Companies Employ Your Workers

Online profiles for your workers mention 45,482 companies as employers, with the top 10 appearing below. In the last 12 months, 3,940 companies in Marin County, CA posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Kaiser Permanente	1,075 	Kaiser Permanente	1,062 
County Of Marin	764 	Sutter Health	675 
Biomarin Pharmaceutical	545 	Biomarin Pharmaceutical	543 
Autodesk	529 	Marin General Hospital	380 
Marin General Hospital	498 	County Of Marin	271 
Wells Fargo	469 	College Of Marin	268 
Ucsf	417 	CareInHomes	263 
College Of Marin	415 	Swing Education	230 
Coldwell Banker	379 	Marin Community Clinics	201 
Dominican University Of Califor...	334 	Whole Foods	194 

Business Size

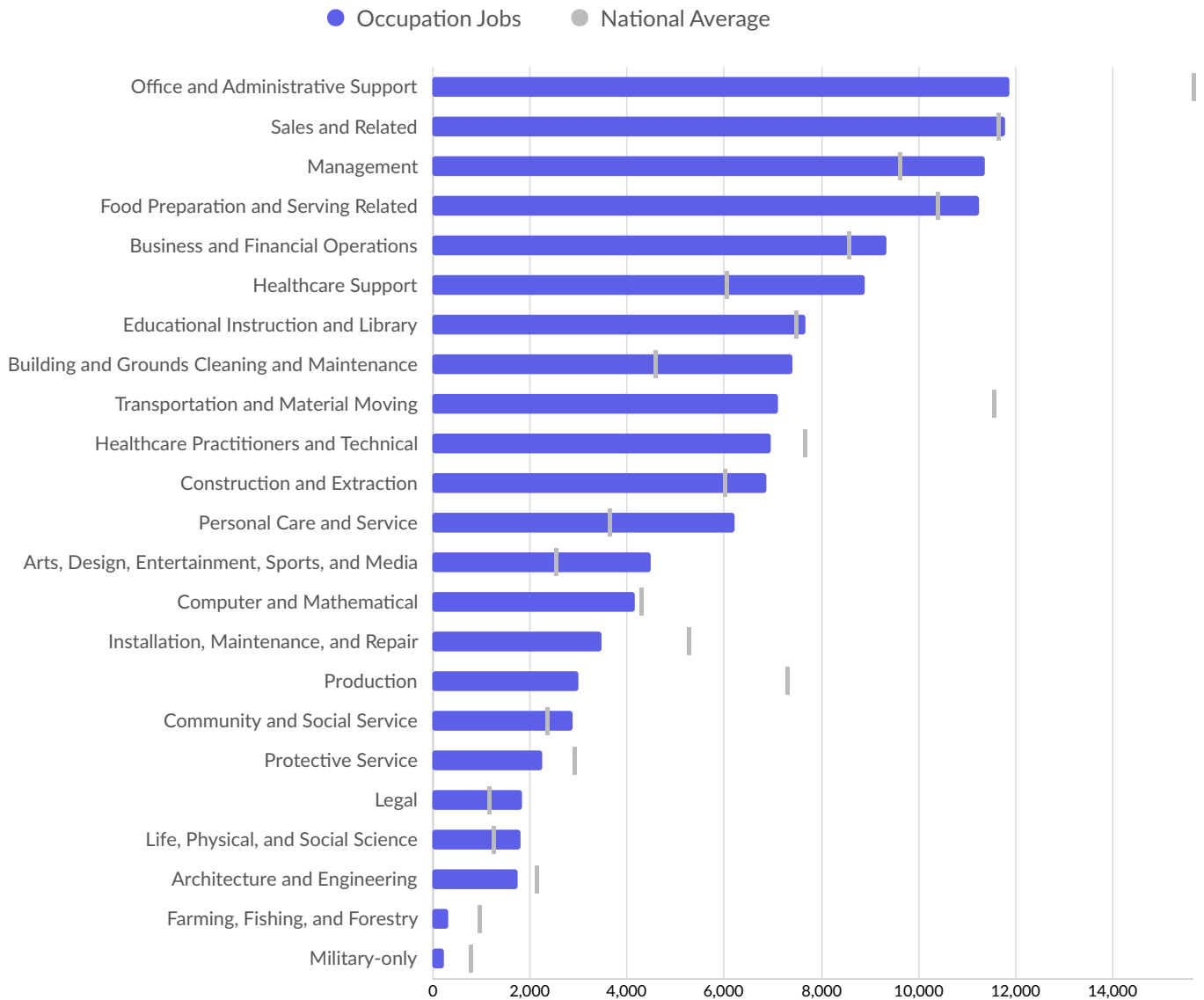


	Percentage	Business Count
● 1 to 4 employees	38.7%	6,465
● 5 to 9 employees	30.7%	5,131
● 10 to 19 employees	19.4%	3,244
● 20 to 49 employees	8.9%	1,491
● 50 to 99 employees	1.4%	238
● 100 to 249 employees	0.5%	87
● 250 to 499 employees	0.2%	28
● 500+ employees	0.1%	13

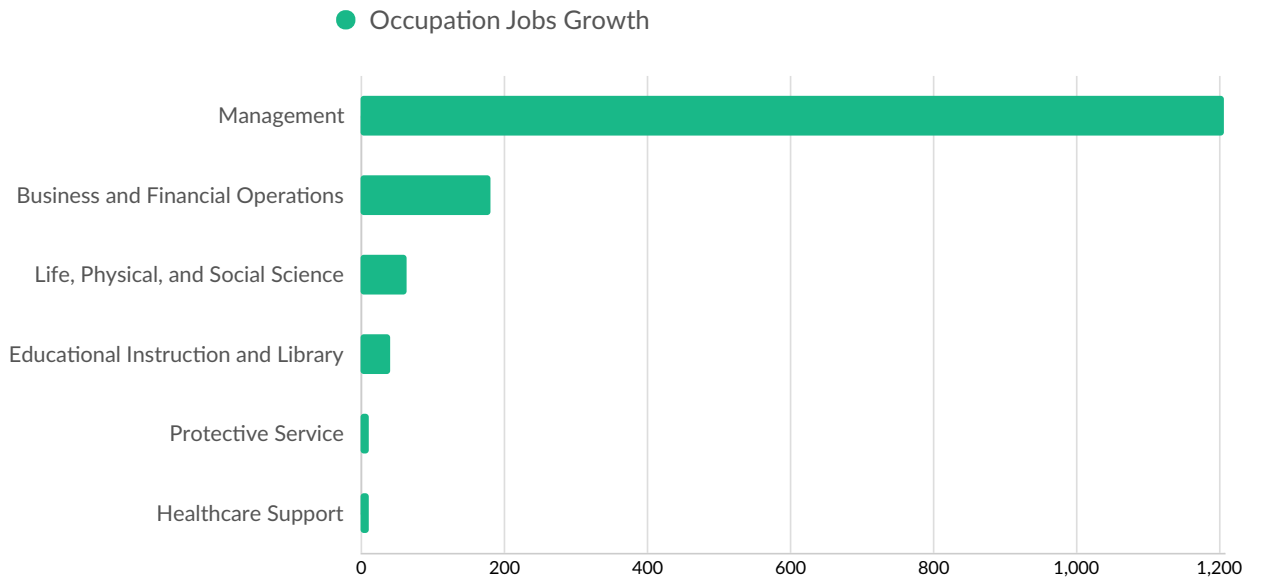
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

Largest Occupations



Top Growing Occupations

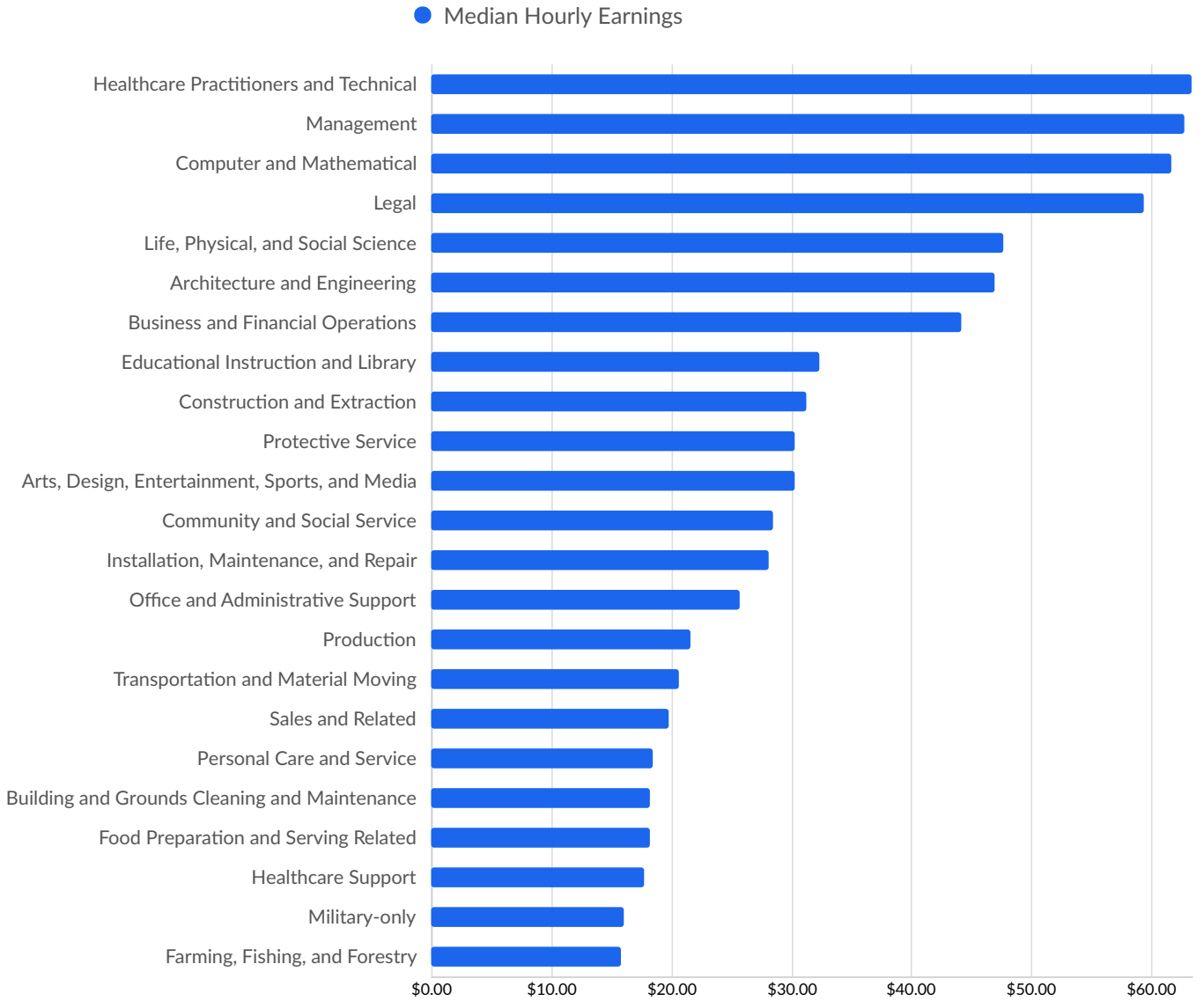


Top Occupation Employment Concentration

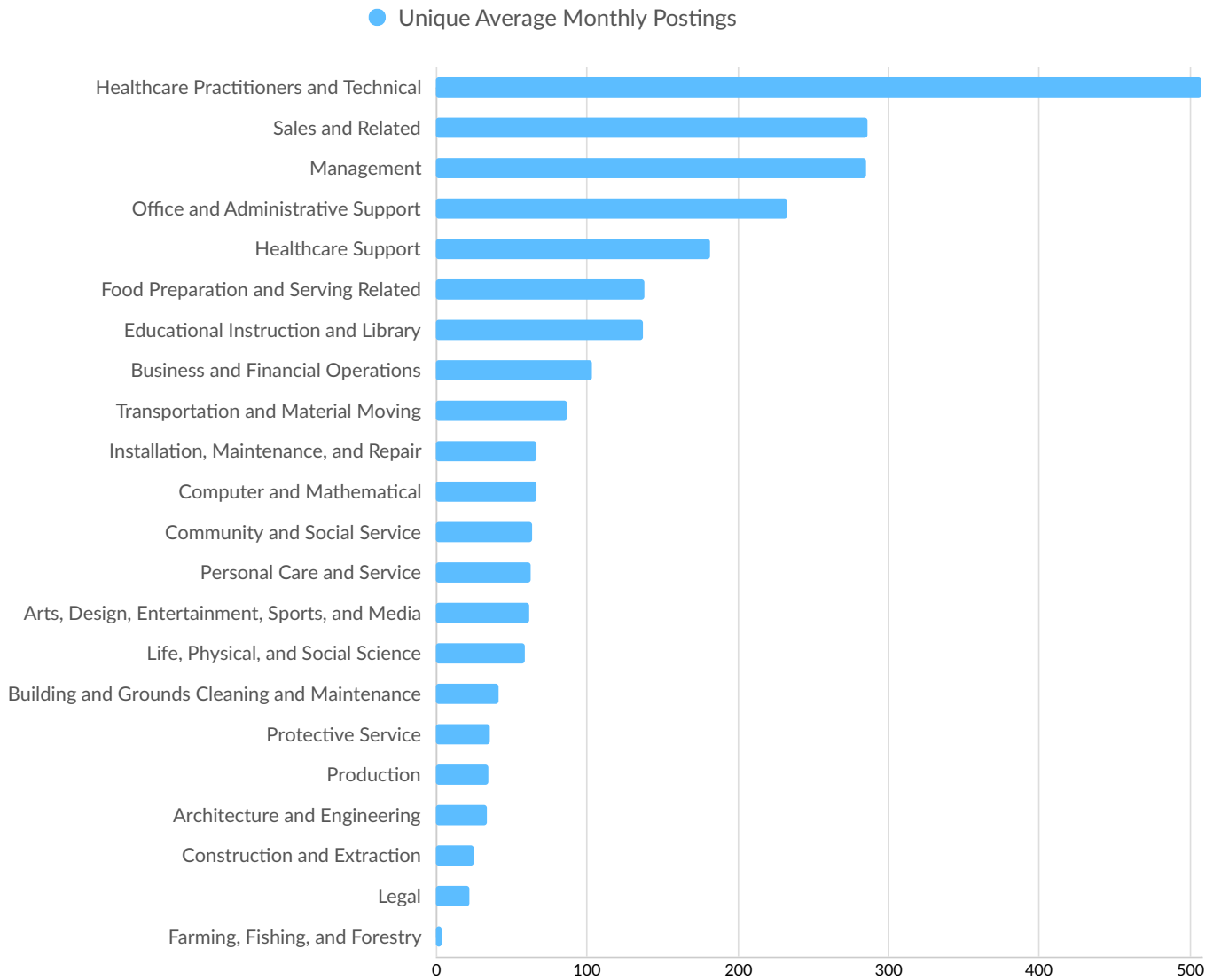
● Occupation Employment Concentration



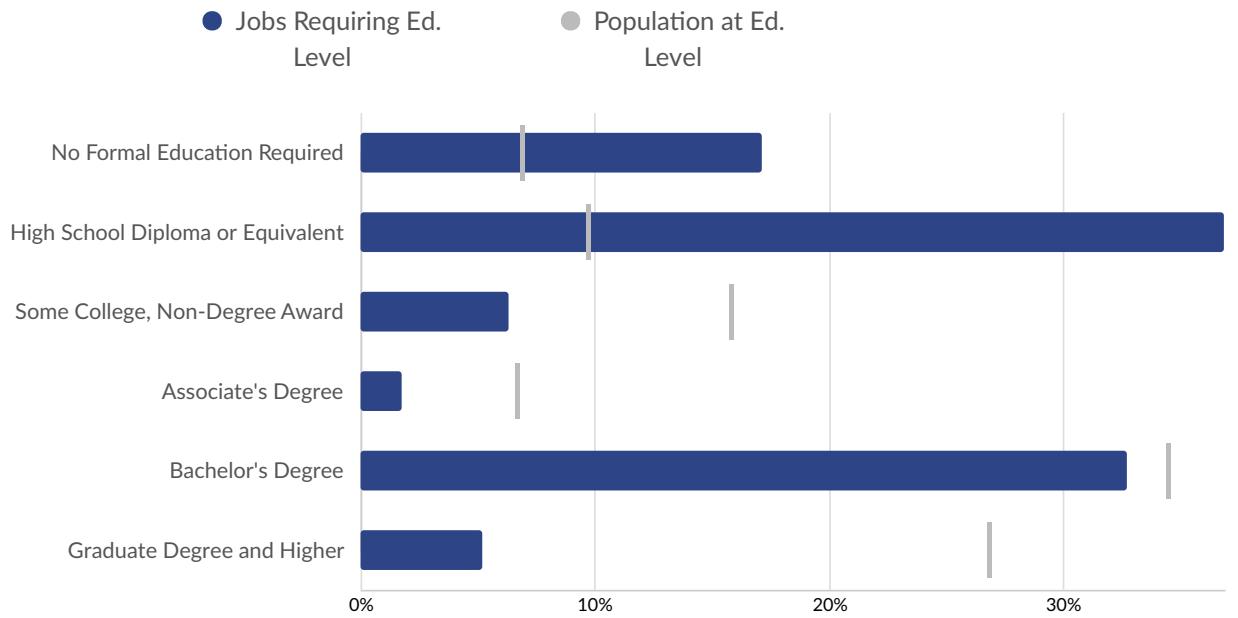
Top Occupation Earnings



Top Posted Occupations






Underemployment



Educational Pipeline

In 2022, there were 1,079 graduates in Marin County, CA. This pipeline has grown by 16% over the last 5 years. The highest share of these graduates come from "Registered Nursing/Registered Nurse" (Bachelor's), "Liberal Arts and Sciences/Liberal Studies" (Associate's), and "Biological and Physical Sciences" (Associate's).

School	Total Graduates (2022)	Graduate Trend (2018 - 2022)
Dominican University of California	636	
College of Marin	443	
San Francisco Theological Seminary (not current)	0	



In-Demand Skills

